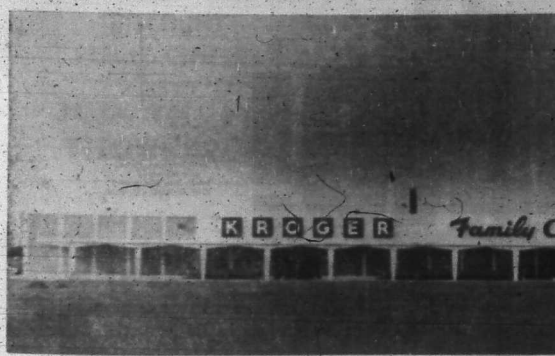
NEW KROGER STORE OPENS HERE



Thousands Are Expected For First Week Of Shopping In Kingsville

By TOM ROBERTSON

The nation's third largest chain of food stores, The Kroger Co., opened their doors on the newest store in the chain, signaling the Grand Opening Celebration of the Kroger Discount Family Center here Tuesday.

The newest store now joins the ranks of 876 other Family Discount Centers in this area. The other two stores are located in Abilene and Corpus Christi.

The store is located at the intersection of F.M. 1717 and South Fourteenth Street. It incorporates all the features found in the other Kroger Co. stores for the convenience of the shopping public.

The new 80,500 square foot structure is a one-story building with attractive pebble finish and a full width canopy to protect customers from inclement weather. Inside, ten checkout lanes will help speed waiting. Brief while up-to-date displays will be illuminated by a well lighted floor.

The new store employs 80 workers and includes all the features of a complete supermarket in addition to hardware, toy and household goods, sporting goods, health and beauty aids, records, gift and appliances. A wide selection of clothing and a complete shoe center and prescription department are also available.

Food Department

The food department offers a complete line of national brand

Mrs. Springer Is Dry Goods Manager of Store

Barbara Springer, 27, is the last, but by far not the least, of the managerial staff of Kroger's Family Discount Center.

She started with the company about four weeks ago but has been working about three years. She is the dry goods manager.

A native of Palestine, Texas, she and her husband, Billy Vance Springer, moved to Kingsville about a year ago.

They have three children, David Corey, age eight; Danny Carwell, seven; and Damon is four years old.



BARBARA SPRINGER

Ernie Filla, Jr. Co-Manager In Charge Of Food

Ernie Filla, Jr., 28, is a co-manager in charge of food. He has been with the Kroger Co. about 10 weeks now.

His age covers his retail experience but he claims to have over 15 years in the retail business.

Filla is no stranger to Kingsville. He moved here when he was in the sixth grade. However, he moved to Portland about five years ago.

The food manager went to North Texas State College two years on a football scholarship and now is attending Texas A&I University and plans to get his degree in Business Administration in the near future.

Like most students, his college plans have been changed. At one time he wanted to be a coach but now feels business is his world.

Filla has been married to his wife, Beverly, five years. They have one son, Michael, two-and-a-half years old.



ERNIE FILLA JR.

frame items as well as the established Kroger brand label. Tenderay Beef, for example, is the registered label offered at the meat counter.

A relatively new concept for the chain, the Kroger Family Centers have increased rapidly over the last few years.

Founded in 1883 as the Great Western Tea Co., in Cincinnati, Ohio, the firm was incorporated as the Kroger Grocery and Baking Co., in 1902. Its present title was adopted in 1946.

Bernard Henry Kroger, the 23-year-old son of a German immigrant opened his first grocery on a $722 investment. Today, there are more than 1,400 Kroger stores in 24 states in a band stretching roughly from the Great Lakes to the Gulf of Mexico and employing about 40,000 workers.

Kroger always tasted and tested the products he sold, following his mother's dictum to be "more particular than his most particular customer."

He was a pioneer in many fields, being the first grocer in America to sell meats and groceries under the same roof. He also was the first to make his own bread to supply his stores. Furthermore, he pioneered in the regular use of newspaper advertising to help sell his products to the public.

Threatened

At one time in the early days of the business, the Kroger chain was threatened with extinction even before the second store was opened. A horse and wagon delivery system Kroger employed was struck by a passing train, killing the horse and destroying the wagon.

Later flood waters rose three feet inside his store doing considerable damage. At the end of his first year, however, he managed to show assets of $2,600. By 1883 the young grocer owned 19 stores and Kroger Co. was on its way.

The new Family Center in Kingsville was constructed by John W. Ryan of Kingsville as part of a huge shopping complex being developed.



BENNY BENEDICT

Benny Benedict Was Navy Disbursing Clerk

Benny Benedict, 39, is a veteran of 22 years in the Navy where he was a Chief Disbursing Clerk. He retired in September and went to work for Kroger's in January "after taking a four months' vacation," he said.

A native of Rhode Island, he decided to stay in Kingsville after his tour of duty at the Kingsville Naval Auxiliary Air Station.

He helped open the Alice Kroger store and knows what this opening will mean.

He is not only newly retired and has started a new job, but is also a newly-wed. He married his wife Jane just one year ago. She is presently a nurse at the NAAS dispensary.

Erna Barbour Of Kingsville Head Cashier

Erna Barbour is a native of Kingsville and heads up the cashier department as head cashier. She is starting her fourth week with Kroger's.

She worked with another retail store in Kingsville 20 years, 15 of those as a cashier.



ERNA BARBOUR

Joe Gomez Is Produce Manager For New Store

Joe Gomez, 27, has been with Kroger Co. four years. He is now the produce manager.

Gomez started working when he was nine years old as a sack boy in grocery stores after school in Edinburg where he was born and raised.

He worked one year in Victoria and five years in Houston before coming to Kingsville.

He and his wife Elida have six children, Chris is nine; Christella is eight; Rebekah seven; Emelda, six; Joe Jr., five; and the youngest, Steve, is four years old.



JOE GOMEZ

Mower Accidents Take Spotlight

AUSTIN — Ever since George Washington turned a flock of sheep onto the grounds at Mount Vernon to keep his lawn well-groomed, homeowners have been plagued with the task of keeping up with the Father of our country.

And, "keeping America beautiful," is no longer as simple a task as turning loose a flock of sheep, even though it is easier, today than it was back in 1919 when the first power mower was put into operation by an enterprising homeowner.

This ingenious piece of equipment consisted of a gas engine from a washing machine attached to a hand-powered mower. But, it was effective enough to launch the power mower industry in the nation and today it is estimated that there are more than 25 million mowers in use across the country.

However, E. E. Edmondson, Jr., President of the Texas Safety Association, and Safety Director for Texas Eastern Transmission Corporation, Houston, notes that power lawn mowers, particularly the rotary type, have proven to be a mixed blessing.

"The power lawn mower is potentially hazardous and it is estimated that these efficient, time-saving devices cause over 100 fatalities and between 55,000 and 80,000 personal injuries across the country each year," he explained.

"Studies show that about 70 percent of the injuries and deaths result from direct contacts with moving parts of the mowers and 30 percent from flying objects. The hurling of objects by the whirling blade of rotary mowers is the greatest single cause of injuries, with flying wire apparently the most common object since it is not easily seen in tall grass and is readily propelled through the air."

Toes and Fingers

The Association President said toes and fingers are the parts of the body most frequently injured. More than 50,000 toes and 18,000 fingers were amputated by power mowers in the United States during a recent year. One in seven of these accidents brought a permanent disability and rotary mowers were involved in over 30 percent of all cases.

These injuries result from getting the foot or hand into the cutting area. Toe injuries usually happen when the power mower is being operated on an incline and the machine is pulled up over the shoe top, or when the foot slips into the cutting area under the machine.

Fingertips are often amputated when the operator tries to pull grass or other material, which has stopped the blade so that it will not rotate, from the mower. If the motor is still running, the blade will turn rapidly and catch fingers or the hand when the grass or other object is removed.

Many injuries to feet, ankles and legs are caused when objects are propelled by rotary blades. The blades of the rotary mower constitute a potentially tremendous propulsive force as well as a powerful direct hitting force.

"The swift blades can pick up a rock, stone, rusty nail, bits of glass, steel or wood and hurl them at the operator or a bystander at the speed of a bullet," Edmondson said, and added: "So fast do such objects fly from the mower that when people are struck they frequently do not even realize what has happened to them."

Leaf Side

Studies of such accidents show that projected objects usually strike the left leg, ankle or foot of the operator. Sometimes they are thrown upward hitting the torso, or the eye, causing serious eye injuries or the loss of sight.

More rarely, a piece of broken blade, loose metal, wire or stone is hurled out of the discharge chute with such force it can kill anyone it hits.

Boys, ages 10 to 19, are injured more frequently than other operators, according to one study. Among all injuries reviewed, there were three and one-half times as many males as females injured. Saturday was the day most of the victims were injured, but Monday and Thursday did not lag far behind.

A high number of accidents occurred in late afternoon and early evening when visibility was decreased and fatigue increased. The highest number of accidents occurred during the early mowing season, with the month of May having the largest number of injuries and showing twice as many mowing accidents as June, the second highest injury-month.

KINGSVILLE-BISHOP
RECORD-NEWS
SECTION C WEDNESDAY, MAY 29, 1968

—Welcome To Kroger—

Today the Record-News wishes to salute editorially the new Kroger Store on its opening in Kingsville. At the same time, this is a tribute to the other businessmen of Kingsville, who can see in the arrival of the Kroger Company sure indications of the economic future of this area.

Local businessmen have built in the past so that Kingsville can expand in the future. And expand it will!

No business in Kingsville is better situated to feel the pulse of economic growth than the Record-News. As this city grows, so grows this newspaper.

And all of our readers and advertisers will certainly agree that in the last few months the Record-News has "grown." The members of the Record-News staff are proud to belong to an organization that is successful — since one of the truest sayings is that "success breeds success."

Today it seems to be the "in" thing to be in the Record-News — either in the news or in the advertising displays. The credit for this goes to our many advertisers and many subscribers. This paper likes to feel that all the citizens of the Kingsville-Bishop area are a part of this newspaper.

As this paper grows, it can be used generally as a barometer of the growth of the area.

So today the Record-News says "Welcome" to Kroger — and "thanks" to all those many friends who have helped build Kingsville and the Record-News through the years. With the new businesses arriving on the scene and the long time established merchants continuing to supply their well known services and products, Kingsville can't miss!

George Pitchford Is Store Manager

Any organization, to work, needs and must have a strong management staff. George L. Pitchford and his management personnel comprise just such a staff.

Pitchford, 33, is a relative newcomer to South Texas and Kingsville. Previously he lived and worked in Pittsburgh, Pa.

He and his wife, Blanch, and their six children have been in Kingsville five months. They had lived here previously when he was associated with another firm.

The Pitchford's children's names and ages are: Pattie, 11; twin boys, George and Bill, 10; Mark, 7; Michele, 4; and Beth Ann, 2-years-old.

George Pitchford has 12 years experience in the retail field and is a graduate of the University of Miami in 1956 with a Bachelor of Business Administration degree.

The general manager of the Kroger Discount Family Center is not the type to brag on his accomplishments. The only thing he has to say about the new store, outside of stock figures, is, "There has been a heck-of-a-lot of hard work put in here."

He also says that the Kroger store here shows an investment of about $1,000,000.

When asked if he had any unusual or comical experiences to relate about the building or organizing of this new center, he wouldn't talk about it — but



GEORGE PITCHFORD
General Manager

did grin mischievously around the cigarette that fits comfortably with his personality.



DONALD LIGHTFOOT

Donald Lightfoot With Kroger For One Year

Donald Lightfoot, 26, has been with Kroger Co. one year. He started with the company in Victoria then moved to Corpus Christi. He spent some time in the Alice store before coming to Kingsville.

He has a total of nine years in the retail meat business.

Lightfoot is married. He and his wife Susan, have two children. Scott Allen is five years old and Shawn Dell is three.

REPAID WITH INTEREST

LOUISVILLE, Ky. (AP) — The next time Charles Martin uses the Kentucky Turnpike he will have the correct change in his pocket. Martin drove up to an automatic tollgate, dug into his pocket for coins and found nothing but a $20 bill, a $1 bill and two pennies.

Luckily a turnpike employee happened along and let Martin through the gate. He also handed him a notice of an unpaid toll and instructed Martin to mail the money to the state treasurer in Frankfort.

Martin made out a check for 10 cents, the toll. Writing the check cost another dime, and the postage was 6 cents.

BRAZIL BUILDS SHIPS

RIO DE JANEIRO (AP) — Brazilian shipyards are busy with the construction of 20 bulk carriers and general cargo ships. Under a single contract with the federal government, 24 ocean-going vessels are scheduled to be built over the next three years.



HASSEL BLANKENSHIP

Robert Appling Is Head For Pharmaceuticals

Another member of the management staff of Krogers who heads up the pharmaceutical section is Robert Appling.

Appling, 26, known to his friends as Bob, is a graduate of the University of Texas with a Bachelor of Science degree in Pharmacy. He received his degree in 1965. During his five years for higher education, he attended Texas A&I University two years.

After college, Appling spent two years in the U.S. Army. He was stationed at Sandia Base, N.M.

He is a native of Alice and married a girl from Alice, Carolyn. He says it was a typical high school sweetheart attention.

They now have three children, Leslie is five years old, Stephen, two and the youngest, Angela, is five months.

After his discharge from the service in March, Appling worked at the Corpus Christi Kroger store but living here in Kingsville and commuting every day.



ROBERT APPLING

Blankenship Merchandising Manager at Kroger

Hassel Blankenship, 35, is the general merchandising manager. He and George Pitchford are long time friends, however. They met when both were living and working in Miami, Fla.

Blankenship is originally from West Virginia and says after his years in Miami, he didn't want to go back north and this is the reason he came to Texas.

He is married to a San Antonio girl, Sharon, and they have a 20-month-old son.

The Blankenships came from Harlingen where he had 12 years experience in the retail selling field.

During this 12 years he gained four years in a general merchandising executive training program with another company.

He also has four years in the U.S. Air Force as an enlisted man.